



# 2020 Census Program Update

## Presentation to the National Advisory Committee

June 14, 2018

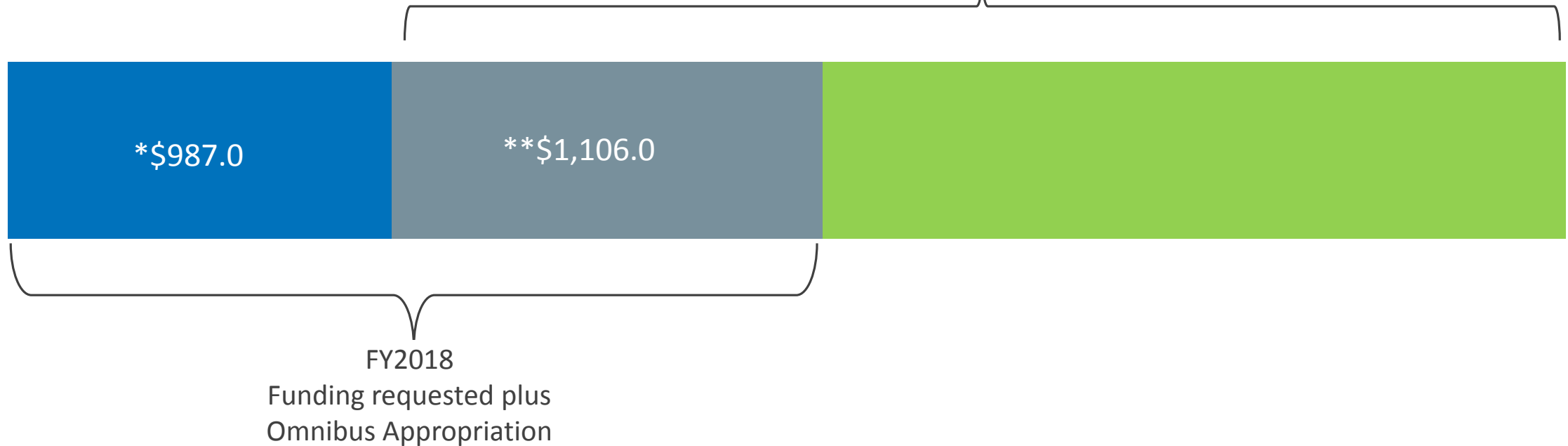
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**Decennial Census Programs**

The original versions of slide 16, “Where are We Now” and slide 17, “Key Milestones” have been revised.

# The 2020 Census Funding Update

(Dollars in Millions)

FY2019  
\$3,015.1  
(In Total)



\*Adjustment to FY 2018 President's Budget Request, as referenced publicly in the testimony by Secretary of Commerce to the House Committee on Oversight and Government Affairs on October 13.

\*\* Funding reflects total allocated to the 2020 Census in the Omnibus Appropriation for FY 2018, as enacted on March 23, 2018 (H.R. 1625). In addition to the funding requested for FY 2018, the appropriation included \$50 million for Secretarial Controlled contingency, and approximately \$1.056 billion representing a portion of the FY 2019 budget request for the 2020 Census to, according to the Omnibus report, ensure that Census has the necessary resources to immediately address any issues discovered during the 2018 End-to-End Test, and to provide a smoother transition between fiscal year 2018 and fiscal year 2019.

# 2020 Census

## A Complete and Accurate Count of the Population and Housing



# 2018 End-to-End Census Test Overview

## Address Canvassing

- Exercise final listing/mapping capabilities in the field and to conduct in-field listing quality control

Providence County, RI



Pierce County, WA



Bluefield-Beckley-Oak Hill, WV



## Peak Operations

- Validate that the operations in scope for the 2018 End-to-End Census Test are ready to go into production for the 2020 Census
- Test and validate major operational threads, procedures, systems, and infrastructure (IT and non-IT) together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products

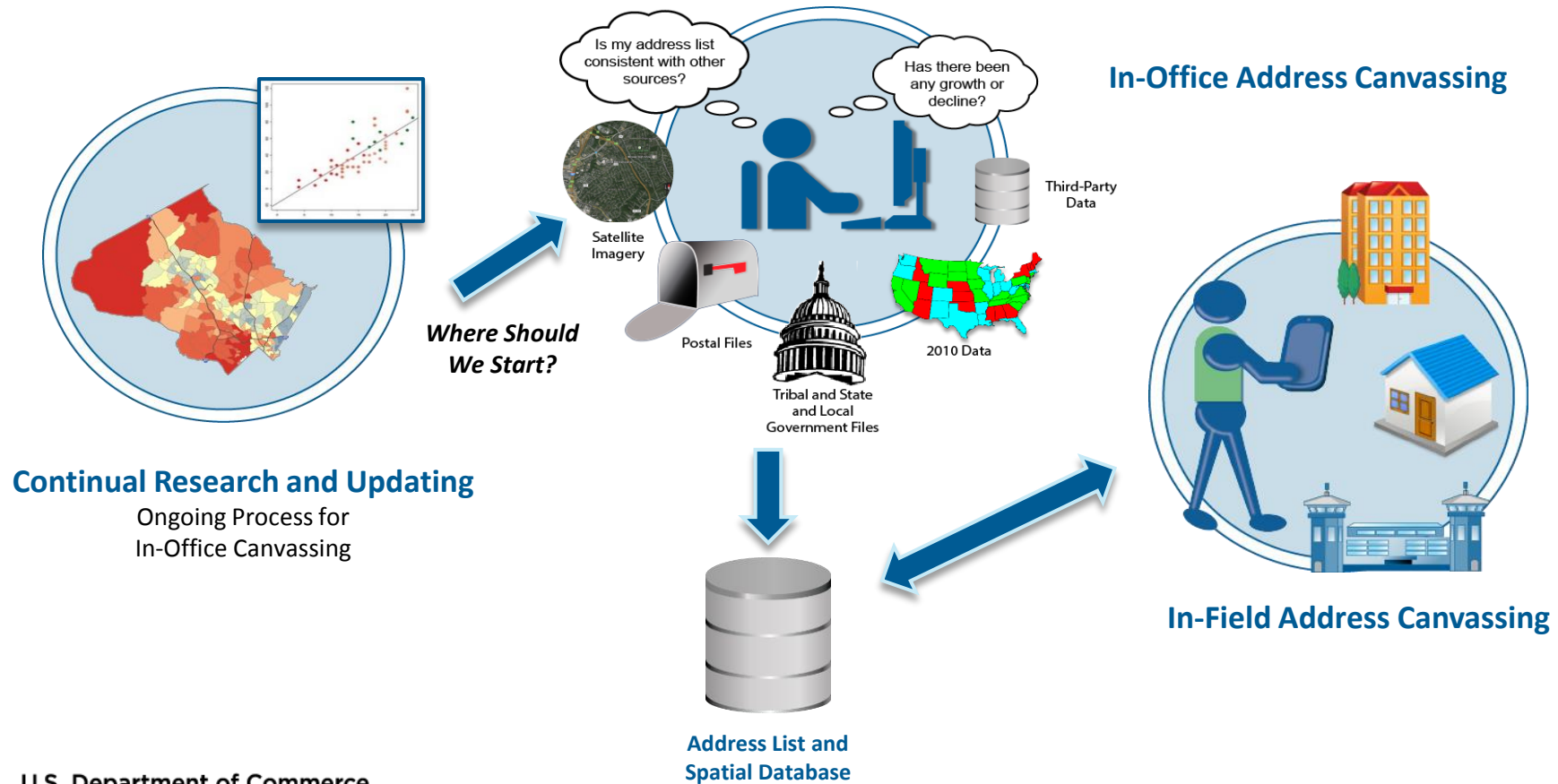
Providence County, RI



# 2020 Census: Establish Where to Count

## Reengineering Address Canvassing

Reduce the nationwide In-Field Address Canvassing by developing innovative methodologies for updating and maintaining the Census Bureau's address list and spatial database throughout the decade.



# 2018 End-to-End Census Test

## Address Canvassing: Successes/Lessons Learned

### **The Address Canvassing operation in the 2018 End-to-End Census Test was a success.**

We successfully conducted a full listing operation in three disparate locations, fully testing multiple systems and procedures that will be deployed for the 2020 Census. This was our first integration between our legacy listing application and the decennial Enterprise Censuses and Surveys Enabling (ECaSE) solution.

### **Successes**

- Integration with Enterprise Censuses and Surveys Enabling (ECaSE) platform – Operational Control System
- Implementation of listing Quality Control component
- Implementation of field management alerts
- Assignment of large blocks at beginning of the operation

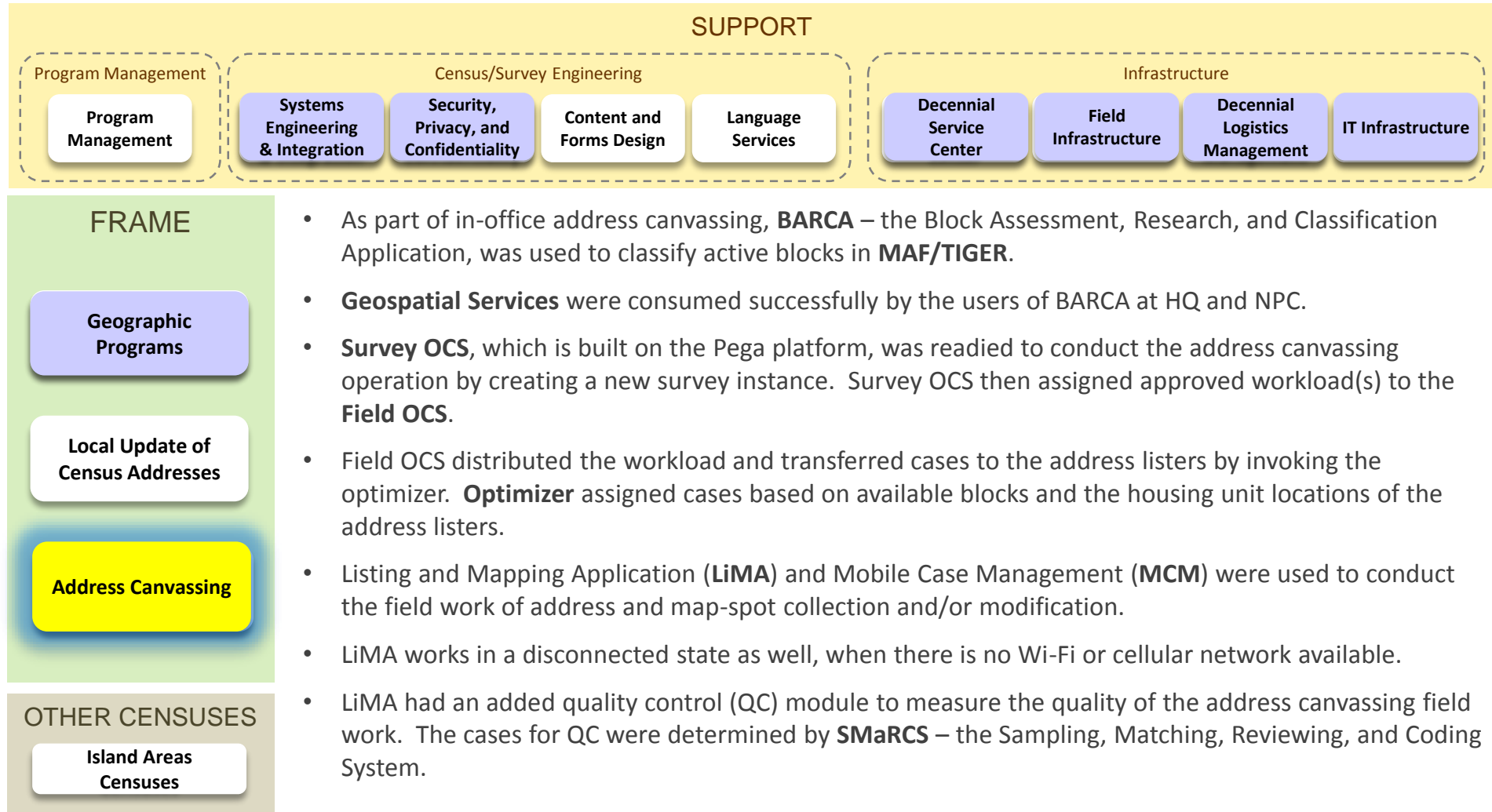
### **Lessons Learned**

- Encountered connectivity issues that will require remediation
- Revisit the business rules for optimizing assignments
- Develop operational constraints for working in a disconnected state



# 2018 End-to-End Census Test

## Systems Readiness: Update on the Systems that Support Address Canvassing

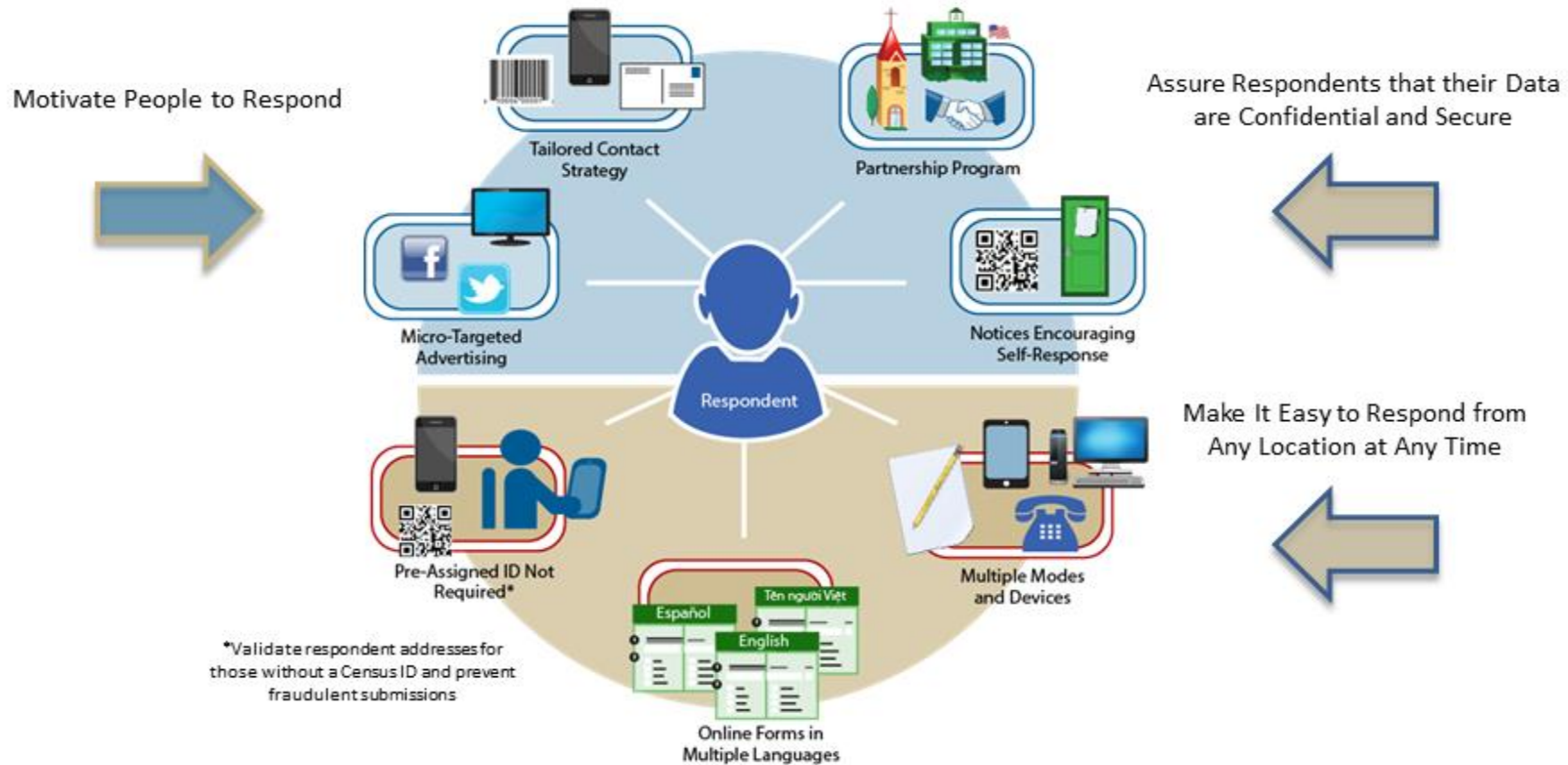




# 2020 Census: Motivate Self-Response

## Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up.



# 2020 Census

## Self-Response Mail Strategy

### Self-Response

- Self-response contact strategy: two-panel design
- Internet First panel receives a paper questionnaire in the 4<sup>th</sup> mailing.
- Internet Choice panel receives a paper questionnaire in the 1<sup>st</sup> mailing.

March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	①	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>“It’s not too late” Postcard</i>
Internet First	1	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018
	2	March 20, 2018	March 23, 2018	April 3, 2018	April 16, 2018	April 26, 2018
	3	March 23, 2018	March 27, 2018	April 6, 2018	April 19, 2018	April 30, 2018
Internet Choice	N/A	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018

(\*) Targeted only to nonrespondents

# 2018 End-to-End Census Test

## Self-Response: Summary Update

### Self-Response of Housing Units (as of June 13<sup>th</sup>)

- 50.5% response rate (sample size = 276,833)
  - 43.8% prior to start of NRFU (May 9)
- Internet Majority Response:
  - Internet: 61.2%
  - Paper: 31.7%
  - Phone: 7.1%
- Update Leave: 1,799 housing units
  - 33.1% response rate
  - Paper Majority Response:
    - Paper: 71.6%
    - Internet: 28.2%
    - Phone: 0.2%

### Non-ID Processing (as of June 11<sup>th</sup>)

- Total Non-ID responses: 7,494
  - 79.2% resolved
  - 21.6% in process
  - 4.2% unresolvable

### Census Questionnaire Assistance (as of June 11<sup>th</sup>)

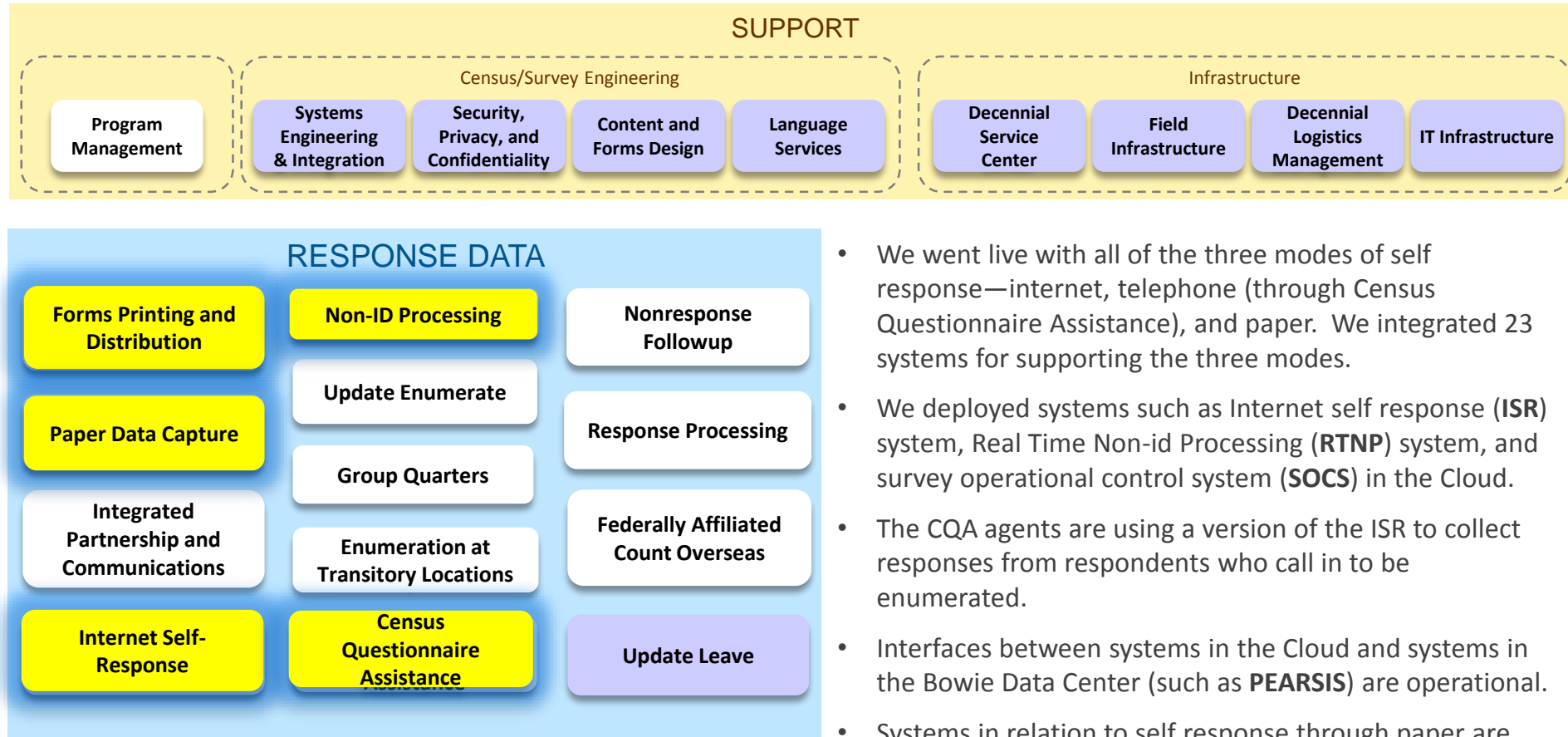
- 23,227 total inbound call volume
  - 17,235 total calls offered
  - Top contact reason:  
*Help completing the ISR race screen*
- Total Call Volume by Language:

Languages	Calls
TDD	80*
Chinese-Mandarin	24
Russian	22
Arabic	11
Tagalog	11
Korean	10
Vietnamese	10
Chinese-Cantonese	10

\*Note: An overwhelming majority of the TDD calls were the result of people inadvertently dialing the TDD phone number. Only four of the TDD calls were intentional.

# 2018 End-to-End Census Test

## Systems Readiness: Update on the Systems that Support Self-Response



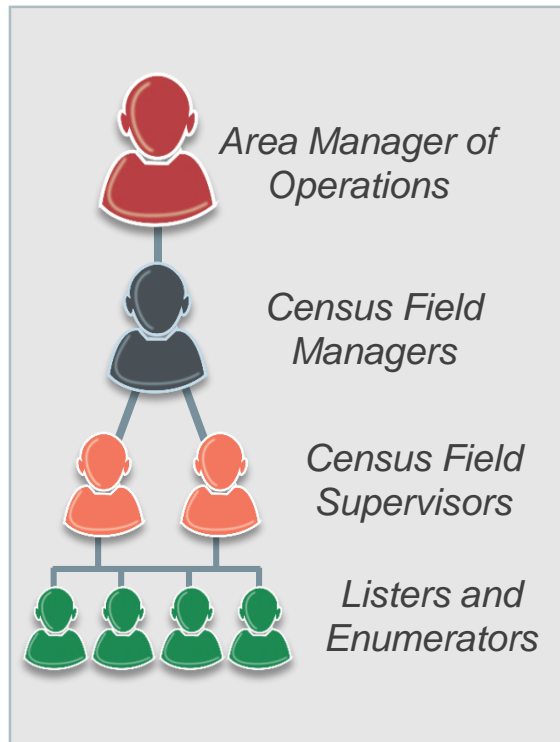
- We went live with all of the three modes of self response—internet, telephone (through Census Questionnaire Assistance), and paper. We integrated 23 systems for supporting the three modes.
- We deployed systems such as Internet self response (**ISR**) system, Real Time Non-id Processing (**RTNP**) system, and survey operational control system (**SOCS**) in the Cloud.
- The CQA agents are using a version of the ISR to collect responses from respondents who call in to be enumerated.
- Interfaces between systems in the Cloud and systems in the Bowie Data Center (such as **PEARSIS**) are operational.
- Systems in relation to self response through paper are working fine, and the respondent data is flowing into the Census Data Lake (**CDL**) with established interfaces between systems in the Cloud, and the National Processing Center.

# 2020 Census: Count the Population

## Reengineering Field Operations

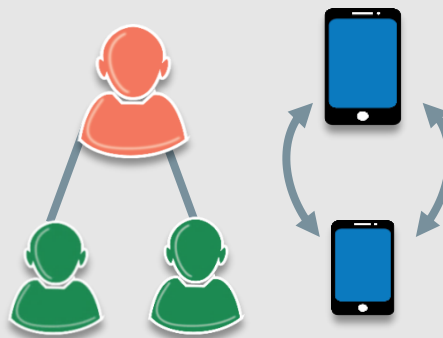
Use technology to more efficiently and effectively manage the 2020 Census fieldwork.

### Streamlined Office and Staffing Structure



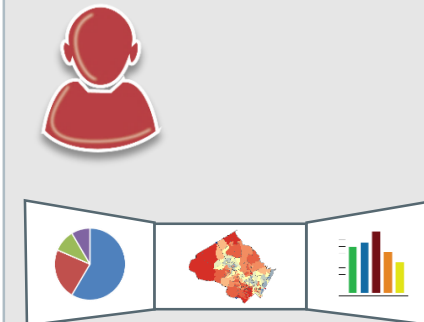
### Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Ability to conduct address updates and enumeration on same device
- Reduced paper and manual processing



### Increased Management and Staff Productivity

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications



# 2018 End-to-End Census Test

## Field Operations: Summary Update

All data current as of June 13<sup>th</sup>

### Nonresponse Followup Onboarding Summary

- 1,091 enumerators invited to training for NRFU operation
- 917 enumerators hired
- 762 completed training
- 733 deployed (below planned targets)
- We will analyze the data and our experiences with the 2018 End-to-End Census Test to determine what adjustments are required for our recruiting strategies, onboarding processes, and our staffing models.

### Nonresponse Followup Case Progress for Field Enumeration

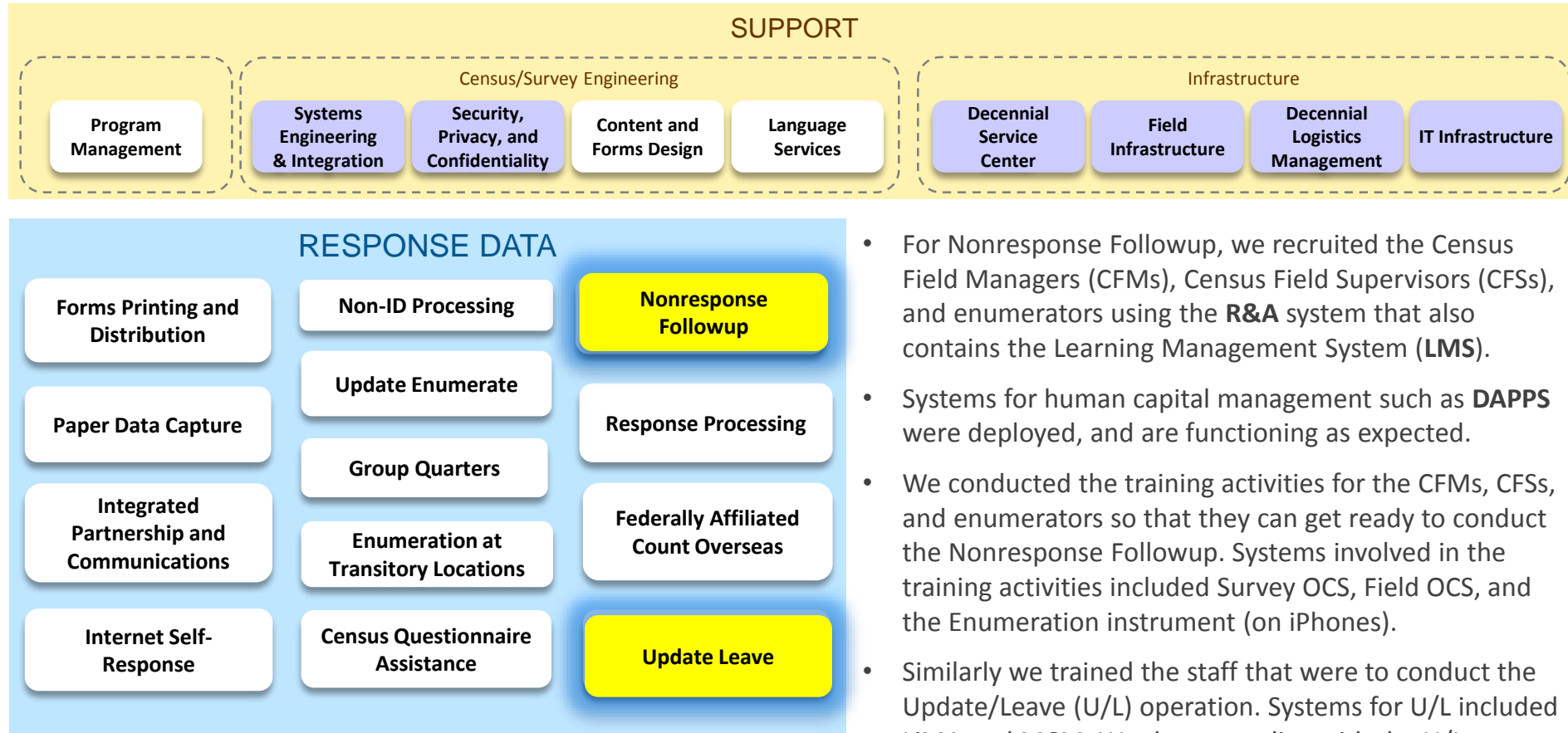
- NRFU operations continue in Providence County through the end of July and case progress for field enumeration is ahead of schedule.
- At the beginning of the NRFU operation, enumerators were expected to follow up with 141,902 households through July 24.
- Enumerators have closed 82,645 cases so far, which is right on track with the planned number of cases.

### NRFU Reinterview Operation

- The NRFU Reinterview (RI) operation involves selecting a sample of cases using the Sampling, Matching, Reviewing, and Coding System (SMARCS). The selected cases will be recontacted to verify select data from the original NRFU interview.
- The NRFU RI uses a combination of telephone contacts leveraging the Census Questionnaire Assistance (CQA) outbound calling capabilities and field visits using the Enterprise Censuses and Surveys Enabling (ECaSE) Field Operational Control System (FOCS) and Enumeration application.
- NRFU RI will continue through July 31.

# 2018 End-to-End Census Test

## Systems Readiness: Update on the Systems that Support Field Operations

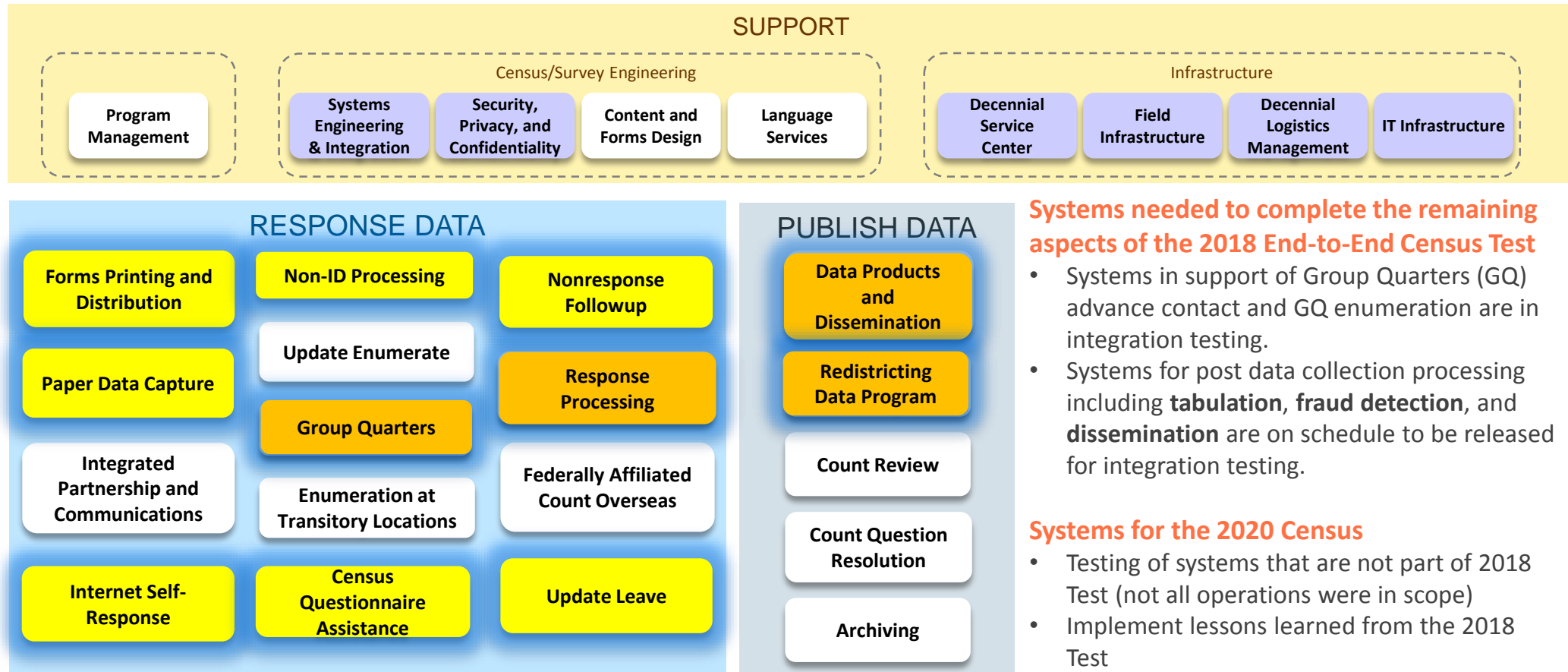


- For Nonresponse Followup, we recruited the Census Field Managers (CFMs), Census Field Supervisors (CFSs), and enumerators using the **R&A** system that also contains the Learning Management System (**LMS**).
- Systems for human capital management such as **DAPPS** were deployed, and are functioning as expected.
- We conducted the training activities for the CFMs, CFSs, and enumerators so that they can get ready to conduct the Nonresponse Followup. Systems involved in the training activities included Survey OCS, Field OCS, and the Enumeration instrument (on iPhones).
- Similarly we trained the staff that were to conduct the Update/Leave (U/L) operation. Systems for U/L included LiMA and MCM. We then went live with the U/L operation, which also included Quality Control.
- Nonresponse Followup started on May 9, and we are currently conducting the operation. There are a total of 31 systems that are playing a role in the field enumeration activities including NRFU, U/L and Coverage Improvement.



# 2020 Census

## Systems Readiness: The Road Ahead



### Systems needed to complete the remaining aspects of the 2018 End-to-End Census Test

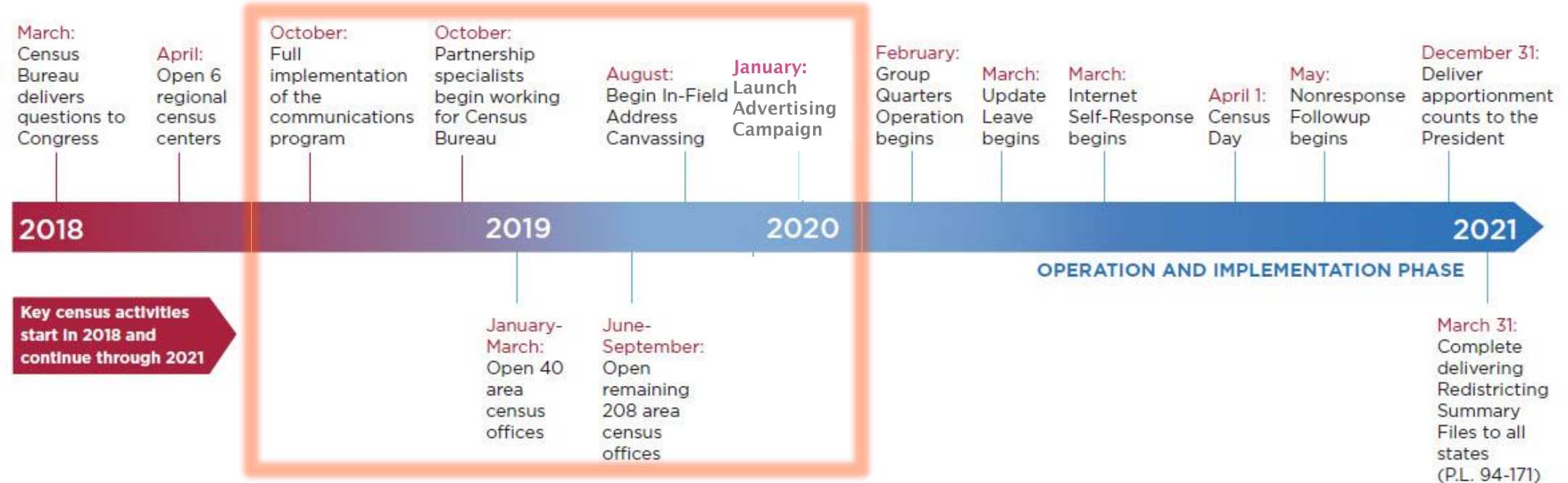
- Systems in support of Group Quarters (GQ) advance contact and GQ enumeration are in integration testing.
- Systems for post data collection processing including **tabulation**, **fraud detection**, and **dissemination** are on schedule to be released for integration testing.

### Systems for the 2020 Census

- Testing of systems that are not part of 2018 Test (not all operations were in scope)
- Implement lessons learned from the 2018 Test
- Add any remaining functionality (such as additional languages)
- Scalability and performance testing of systems
- Cybersecurity related tests

# 2020 Census

## Where Are We Now



- **2018 End-to-End Census Test:** Census Day for the test was April 1. Update Leave started on April 9. Nonresponse Followup started on May 9 and continues through July 31.
- **Local Update of Census Addresses (LUCA):** 11,538 governments registered. The number of registrations represents 98.1% of the population and 98.1% of the housing units. As of June 7, 1 in 6 submissions require no changes (16.9%).
- **Regional Census Centers Opening:** We have opened all six RCCs: Atlanta, Chicago, Dallas, Los Angeles, New York, and Philadelphia.
- **Area Census Office Leasing:** We are currently identifying space and establishing leases for the 40 ACOs that open in January 2019, and the 208 ACOs that open the following summer.
- **Early Planning for the Communications Program:** As the research is completed this Spring our contracting team will begin development for the media plans, messaging, and creative treatments in the Summer and Fall.
- **Ramp up of the Partnership Program:** We began deploying our partnership team early in this decade and have had 43 Partnership Specialists in place, gaining experience and doing preliminary work across the country since FY2017. We are in the process of adding an additional 70 Partnership Specialists this summer and our goal by June of 2019 is to ramp up to approximately 1,500 Partnership Specialists.

# 2020 Census

## Key Milestones

Milestone	Date	
Begin 2020 Census Program	November 18, 2011	✓
Begin Local Update of Census Addresses (LUCA) Program	January 2017	✓
Deliver 2020 Census Topics to Congress	By March 31, 2017	✓
Deliver 2020 Census Questions to Congress	By March 31, 2018	✓
Open Regional Census Centers	April 2018	✓
Begin Opening Area Census Offices	January 7, 2019	
Begin In-Field Address Canvassing	August 19, 2019	
Launch Advertising Campaign	January, 2020	
Begin Remote Alaska	January 21, 2020	
Begin Group Quarters – Advance Contact	February 3, 2020	
Begin Self-Response	March 16, 2020	
Begin Update Leave	March 16, 2020	
Begin Update Enumerate	March 16, 2020	
Begin Group Quarters – Service Based Enumeration	March 30, 2020	
2020 Census Day	April 1, 2020	
Begin Group Quarters Enumeration	April 2, 2020	
Begin Coverage Improvement	April 3, 2020	
Begin Early Nonresponse Followup	April 9, 2020	
Begin Nonresponse Followup	May 13, 2020	
Deliver Apportionment Counts to the President	By December 31, 2020	
Complete Delivery of Redistricting Counts to the States	By March 31, 2021	
Complete 2020 Census Program	September 29, 2023	